



October 16, 2017

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Room TW-A325  
Washington, D.C. 20554

Re: CG Docket No. 17-59, Advanced Methods to Target and Eliminate Unlawful Robocalls

Dear Ms. Dortch:

On October 12, 2017, Dorean Kass, Craig Pentz, Tom Nowaczyk, Aaron Goldberger and the undersigned representing Neustar, Inc. ("Neustar") met with Kurt Schroeder and Josh Zeldis of the Consumer and Governmental Affairs Bureau to discuss the Commission's Notice of Inquiry regarding robocalls to reassigned telephone numbers, particularly the question of whether the Commission should mandate the creation of a database of reassigned numbers.<sup>1</sup>

Neustar reiterated its position from its comments that there is no need to apply such a mandate to the telecommunications industry because there are a number of commercial offerings in the market today that provide telephone number disconnect information, including products of Neustar that also provide identity verification in addition to enhanced disconnect information.<sup>2</sup> Using these services, the callers can remove from their autodialing lists any number that is suspected of no longer belonging to the consumer from whom the caller received consent.

Neustar pointed out that concerns expressed by commenters regarding the extent of coverage in Neustar's data were based upon on marketing promotional materials from 2013 that had been referenced during consideration of the Commission's *2015 TCPA Declaratory Ruling*.<sup>3</sup> Neustar had shared with the Commission staff in 2015 that the referenced marketing materials were dated and substantially understated Neustar's coverage. Neustar explained that since that earlier meeting on this subject, Neustar's coverage has increased significantly. Neustar now reflects

---

<sup>1</sup> *Advanced Methods to Target and Eliminate Unlawful Robocalls*, CG Docket No. 17-59, Second Notice of Inquiry, FCC 17-90 ("Second Notice of Inquiry").

<sup>2</sup> See Comments of Neustar, Inc., CG Docket No. 17-59 (filed Aug. 28, 2017).

<sup>3</sup> See, e.g., Comments of Comcast Corporation, CG Docket No. 17-59, at 6 (filed Aug. 28, 2017). See also *2015 TCPA Declaratory Ruling, Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991*, CG Docket No. 02-278, WC Docket No. 07-135, Declaratory Ruling and Order, 30 FCC Rcd 7961 (2015)(2015 TCPA Declaratory Ruling).

greater than 95% of true wireless disconnects in its data and can also verify name to phone linkages on approximately 90% of wireless subscribers. Neustar also explained that, based on its experience in managing large datasets, it does not believe that an FCC mandated reassigned number database will achieve greater coverage than solutions already available in the marketplace, nor will it be able to address aged datasets that require a deep historical understanding of disconnect behavior.

Neustar also described how its TCPA compliance product had changed since Neustar's earlier meeting with the Commission staff. At the time of that meeting, Neustar had converted a product designed to assist the financial services industry in combating identity fraud into a product that helps companies clean up their customer records and contact lists, including identifying numbers that had been disconnected and likely reassigned. Although the product worked, it was not designed to maximize the mitigation of TCPA risk associated with re-assigned numbers. Since then, Neustar's product has evolved into variations designed specifically to suit the needs of different segments of the consumer contact marketplace. It is important to note that these products not only help callers avoid placing calls to consumers who are not their customers and from whom they have not received consent to robocall, they also help to improve the consumer's experience when they are contacted by a caller to which they have given consent.

The issue of disconnected or reassigned numbers is not due to a lack of coverage by the existing services that provide disconnect information but a lack of usage by companies that make outbound calls. To encourage usage of commercially available solutions that include disconnect information, the Commission should provide good faith users of TCPA compliance services a safe harbor from liability for inadvertent calls to consumers with telephone numbers that have been reassigned. Creating such a safe harbor will spur widespread usage of commercially available solutions without necessitating federal mandates that are unlikely to be as effective. While the increased usage of such services will result in fewer misdirected calls to consumers, the competitive forces unleashed by the new demand will lead the creation of new and innovative solutions that benefit callers and consumers alike.

Sincerely,

A handwritten signature in dark ink, reading "Richard L. Fruchterman, III". The signature is fluid and cursive, with a large, stylized "R" at the beginning and a small mark at the end.

Richard L. Fruchterman, III  
Sr. External Affairs Counsel

cc: Kurt Schroeder  
Josh Zeldis